



## **Global Trade Body Mobile Ecosystem Forum Joins the European Trust Foundation**

**BRUSSELS, 4th APRIL 2017** - [EEMA](#), the leading independent not for profit, European think tank focussing on identification, authentication, privacy, risk management, cyber security, the Internet of Things and mobile applications, today announced that the global trade body - [MEF](#) (Mobile Ecosystem Forum) - has joined the [European Trust Foundation](#).

Launched in The Hague in 2016, The European Trust Foundation is an independent body working with governments, corporates, trade-associations, SME bodies and others within and outside the EU, to strengthen digital trust throughout Europe. It is co-ordinated by EEMA and includes 12 non-vendor members – EEMA, ESI, IDnext, Kantara Initiative, LSEC, MEF, Norstella, OpenSignature, PIMN, SSEDIC2020, TDL and Vendorcom.

MEF acts as an impartial and authoritative champion for addressing issues affecting the broadening mobile ecosystem. Its goal is to accelerate the growth of mobile sustainability, driving inclusion for all and the delivery of trusted services that enrich the lives of consumers worldwide. It launched a cross-sector Consumer Trust Working Group in 2012 and its annual global consumer study of the impact of trust is now in its 5<sup>th</sup> year.

MEF's CEO, Rimma Perelmuter, said: "Building consumer trust is fundamental to driving engagement and creating long-lasting valued relationships with today's mobile consumers. MEF's Global Consumer Trust Initiative takes a cross-ecosystem approach to accelerating good stewardship and driving innovation in privacy and security in order to build trust and drive mobile adoption.

Perelmuter added: "We are delighted to participate in the European Trust Foundation. By assembling many of the most influential industry associations, the Foundation is ideally placed to strengthen digital trust, and we look forward to a fruitful collaboration."

Chair of EEMA, Jon Shamah states: “We are pleased to welcome MEF to the European Trust Foundation. Its global presence and wealth of mobile expertise working across developed and growth markets, coupled with its insights on issues of trust from a consumer perspective is invaluable.”

### **About EEMA**

Brussels-based [EEMA](#), is the leading independent European think tank focussing on identification, authentication, privacy, risk management, cyber security, the Internet of Things and mobile applications. EEMA’s world class conferences provide the forum to network with digital enterprise experts, high level EC and other government experts. Meanwhile, its series of high level fireside briefings in Brussels and London provide the ideal forum for industry leaders to tackle controversial hot topics in an intimate, invitation only setting.

Through collaboration with EU & Global Partners (including the creation and coordination of the European Trust Foundation), EEMA has an established and growing network throughout Europe. This community provides the ideal platform to disseminate information and share expertise regarding the high-profile and significant EU projects EEMA is involved in. Visit [eema.org](http://eema.org) for more information, or email: [info@eema.org](mailto:info@eema.org)

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### **About MEF**

Mobile Ecosystem Forum is a global trade body that acts as an impartial and authoritative champion for addressing issues affecting the broadening mobile ecosystem. We provide our members with a global and cross-sector platform for networking, collaboration and advancing industry solutions. The goal is to accelerate the growth of a sustainable mobile ecosystem that drives inclusion for all and delivers trusted services that enrich the lives of consumers worldwide.

Established in 2000 and headquartered in the UK, MEF has Regional Chapters across Africa, Asia, Europe, Middle East, North and Latin America.

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